

GENERAL INFORMATION ABOUT THE IRT3000 MAGAZINE

IRT3000 is the only professional magazine in Slovenia, Croatia and Serbia to comprehensively and regularly inform its readers about innovation, R&D and technology. In addition to our printed edition, we also offer you its digital counterpart which you can access on your computer or any smart device. Our readers can also visit our [homepage](#) and subscribe to our newsletter to always stay in the loop.

Numbers that speak for themselves

- more than a hundred regular advertisers and business partners
- 10-member Editorial board and 20-member Board of experts
- our magazine has been in publication for more than 10 years
- 10 issues/year of Slovenian edition, two of them double
- 4 issues/year of Adria edition
- 18,700 subscribers in Slovenia, Croatia, Serbia, BiH, Montenegro and Kosovo in total.
- a regular themed section in every issue: PULSE AT HOME
- two themed sections alternating monthly
 - A) Toolmaking and machine building, Non-metals, Advanced technologies
 - B) Manufacturing and logistics, Joining and material technologies, Maintenance and technical diagnostics

SPECIAL BENEFITS FOR THE ANNUAL ADVERTISERS

- **Free publication of professional and technical articles**
- **Enhanced advertising in the digital version of the magazine**
- **Free presentation article / interview at the beginning of the cooperation** (prepared by our journalist)
- **Free sharing of event announcements and publication of news on our website**
- **Exclusive for annual advertisers: the option of additionally purchasing logos and/or the main advert on the magazine covers.**

**Annual advertisers are companies with an advertising contract that publish at least 6 ads (half a page or bigger) in a one-year period or 4 ads (half a page or bigger) in the IRT3000 Adria edition.*

DO NOT MISS OUT: enhanced advertising in the digital edition of IRT3000 magazine

→ a **clickable advert** that can be linked to the company's video content, website, YouTube channel, LinkedIn / IG / FB page or PDF file

→ a **clickable logo on the cover of the magazine** that leads to the advertiser's website

The links are accessible to **all readers of the e-magazine** by clicking on the enhanced advert or logo. The advertisers provide the advertising materials and links by sending them to the e-mail address (marketing@irt3000.si) by the deadline for ad delivery.

The IRT3000 magazine's planned dates of release in year 2022

IRT3000 magazine

Issue	topic	deadline for ad delivery	planned issue date
121	January	●	5. 1. 2022
122	February	○	4. 2. 2022
123	March	●	2. 3. 2022
124	April	○	1. 4. 2022
125	May	●	4. 5. 2022
126	June	○	3. 6. 2022
127-128	July-August	●○	3. 8. 2022
129	September	●	2. 9. 2022
130	October	○	5. 10. 2022
131-132	November-December	●○	11. 11. 2022

Topics

- Tool & mould making and machine building
Non-metals
Advanced technologies
Pulse at home
- Manufacturing and logistics
Joining and material technologies
Maintenance and technical diagnostics
Pulse at home

Printed edition - Annual subscription (10 issues): **€ 70**

* You will be invoiced for the extension of subscription (10 issues) after the expiry of your current subscription.

Digital edition - Annual subscription (10 issues): **€ 30**

* 50% discount on digital subscription (15 €) when combined with the printed subscription

Circulation: 2,100 copies. 790 subscribers to printed edition of IRT3000 magazine.

200 copies for promotion at fairs and events. 1,110 subscribers to IRT3000 e-magazine

IRT3000 ADRIA magazine

Issue	deadline for ad delivery	planned issue date
58 March	2. 3. 2022	31. 3. 2022
59 June	3. 6. 2022	30. 6. 2022
60 September	2. 9. 2022	30. 9. 2022
61 December	11. 11. 2022	16. 12. 2022

Printed edition - Annual subscription (4 issues): **€ 28 (216 HRK)**

Digital edition - Annual subscription (4 issues): **€ 12 (90 HRK)**

Circulation: 3,050 copies. 1,530 subscribers to printed edition of IRT3000 ADRIA magazine.

300 copies for promotion at fairs and events. 1,220 subscribers to IRT3000 ADRIA e-magazine

Marketing:

Gregor Švetak

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Head of editorial office:





Simona JERAJ

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ADVERTISING SPACE SIZES AND FEES

Size / dimension (width x height)	price excluding VAT	
	IRT3000	IRT3000 ADRIA
AD AREA INSIDE THE MAGAZINE		
 Front cover* 210 x 148 mm	€ 970	€ 880
 Inside front cover 209 x 297 mm + bleed	€ 700	€ 620
 Inside back cover 210 x 297 mm + bleed	€ 740	€ 660
 Back cover 210 x 297 mm + bleed	€ 880	€ 825
 Whole page 210 x 297 mm + bleed	€ 650	€ 550
 Two thirds of a page, portrait 131,6 x 297 mm + bleed	€ 530	€ 440
 Half a page, portrait 105 x 297 mm + bleed	€ 355	€ 330
 One third of a page, portrait 70 x 297 mm + bleed	€ 310	€ 275
 Half a page, landscape 210 x 148 mm + bleed	€ 355	€ 330
 One third of a page, landscape 210 x 100 mm + bleed	€ 310	€ 275
 One quarter of a page, landscape 210 x 75 mm + bleed	€ 220	€ 165
 One sixth of a page, landscape 210 x 50 mm + bleed	€ 165	€ 110

EXCLUSIVE EDITION WITH EXTENDED COVER	price excluding VAT	
	IRT3000	IRT3000 ADRIA
 Front extended cover 198 x 297 mm + bleed	€ 740	€ 660
 Inside extended cover 198 x 297 mm + bleed	€ 700	€ 620
 Inside front cover 209 x 297 mm + bleed	€ 700	€ 620
 Extended cover (2 pages) 198+209 x 297 mm + bleed	€ 1,330	€ 1,210

DIGITAL IRT3000 - ANYWHERE AND ANYTIME

The readers are able to access and read the digital version of IRT3000 magazine on their mobile phones, tablets or computers. This way your adverts have even greater reach and visibility.

- SLO** Editorial office: PROFIDTP, d.o.o., PE Trzin, Revija IRT3000 • Motnika 7 A, SI-1236 Trzin, Slovenia • Tel.: +386 1 5800 884 • GSM: +386 51 322 442 • info@irt3000.si • www.irt3000.si
Publisher: PROFIDTP, d.o.o. • Gradišče VI 4, SI-1291 Škofljica, Slovenia • Registry No.: 2185016 • VAT No.: SI56342764 • IBAN: SI56 0201 0025 5559 270
- HR** Editorial office: PROFIDTP, d.o.o., Časopis IRT3000 ADRIA • Ulica Lavoslava Ružičke 1, HR-10000 Zagreb, Croatia • GSM: +385 98 409 690 • info@irt3000.com • www.irt3000.com
Publisher: PROFIDTP, d.o.o. • Ulica Ivica Sudnika 7, HR-10430 Samobor, Croatia • Registry No.: 02244942 • OIB: 55579522185 • IBAN: HR68 2484 0081 1042 5866 8
- SRB** Editorial office: Časopis IRT3000 ADRIA, Dušana Danilovića 3/112, RS-21000 Novi Sad, Serbia • GSM: +381 60 140 14 42 • office@irt3000.com • www.irt3000.com
Representation for Serbia: SMV Technologies DOO, Dušana Danilovića 3, 21000 Novi Sad, Serbia

OTHER FORMS OF ADVERTISING	price excluding VAT	
	IRT3000	IRT3000 ADRIA
Logo on the front cover + web page*	€ 115	€ 104
Promotional inserts** A4 both-sided	€ 1,155	€ 1,050
Promotional inserts** A3 both-sided	€ 1,750	€ 1,590
Company presentation 2 x A4	€ 650	€ 550
Banner on the website - left 160 x 160 px	€ 150 / month	
Banner on the website - right 269 x 269 px	€ 250 / month	
Promotional mailing (4 language versions)	€ 350	
Special form	upon agreement	
Professional / technical articles can be published in agreement with our editor.	free of charge for annual advertisers	
IRT3000 PR BUNDLE		
1 whole page press release (1,500 characters and 1-2 pictures)	€ 300	€ 250
2 whole pages press release (3,000 characters and 3-4 pictures)	€ 500	€ 450
Interview (made by journalist)	€ 355-555	€ 305-455
Translation per page (from English or German)	€ 50	€ 50
PACKAGE INFORMATION:		
By publishing a press release in our magazine, you are entitled to the following:		
<ul style="list-style-type: none"> • Display of the company's logo with the article; • Company's contact information; • Page designed with the colors matching the company's logo; • Sharing of the article on our website and social media (LinkedIn, Facebook). 		
DESIGN AND TRANSLATION OF ADVERTS		
minor corrections and replacements of text / photos; includes translation	€ 15	
more complex advert corrections; includes translation	€ 30	
newly designed advert (text provided in Word document + photos); includes translation	€ 50	

* Possible only for annual advertisers (upon availability).

** The final price for printed insert material will be determined together with the client based upon the weight of material.

DISCOUNTS

Discounts for repeated publication (signing the advertisement contract)

	IRT3000	IRT3000 ADRIA
• seven (7) or more publications in the magazine:	- 30 %	/
• five (5) or six (6) publications in the magazine:	- 25 %	/
• three (3) or four (4) publications in the magazine:	- 15 %	- 20 %
• two (2) publications in the magazine:	- 5 %	- 10 %

AD PREPARATION

- All texts must be converted to curves.
- At least 3 mm bleed area.
- Min. resolution of bitmap images 300 dpi.
- The ad should only have crop marks.
- The ad must be in CMYK colour space.
- Acceptable formats: PDF, EPS, AI, TIF, PSD.